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The Reality TV Show Naming Guide for 2026

A reality show lives or dies on its name. The name is on the pitch deck, the poster and every listing. A good one tells viewers the format at a glance, promises a feeling, and is easy to say and search. This guide covers what makes a reality show name work, the eight themes, the six tones, how to write a tagline, a checklist and a page to plan your own.

What makes a reality show name work

A strong name does five jobs. **It is memorable**: short and punchy, easy to repeat. **It is clear**: it hints at the format without explaining it. **It has a feeling**: drama, fun, glamour or grit. **It works as a brand**: on a poster, a mug and a hashtag. **It leaves room for a tagline**: the name hooks, the tagline explains.

Six tips for reality show names

1. **Name the hook, not the rules.** "Villa Vote" beats "Singles Living Together And Voting".
2. **Use the setting.** An island, a mansion, a kitchen or a desert tells viewers where the drama is.
3. **Try alliteration or a pun.** "Love Lockdown" and "Rich Problems" stick because they sound good.
4. **Match the network.** Short and bold for streaming, polished for premium, loud and young for youth channels.
5. **Write the tagline next.** Three to eight words that say what is at stake.
6. **Check it is free.** Search the name and check trademarks before you pitch it.

Before you pitch it

Search it: no other show uses the same or a close name. **Check the trademark**: ask a lawyer before commercial use. **Test it**: read the name and tagline to five people from your audience and ask what happens on the show.

The eight themes

Theme	Words that fit	Example name
Dating	love, hearts, a villa, a choice	*Villa Vote*
Competition	challenge, final, showdown	*Last One Standing*
Family Drama	family name, house, dynasty	*The Hartleys at Home*
Survival	wild, alone, stranded, days	*Thirty Days Out*
Fame/Influencer	spotlight, feed, followers	*Content House*
Luxury Lifestyle	gold, estate, elite, million	*Gold Card Lives*
Talent-Based	stage, star, the next, judges	*Next Big Stage*
Custom	the twist of your format	*Swap Street*

The six tones

Dramatic: conflict and high stakes. **Funny**: playful and light. **Over-the-top**: big and sensational. **Edgy**: provocative and bold. **Inspirational**: growth and change. **Parody**: pokes fun at reality TV itself.

How to write a tagline

Say what is at stake in three to eight words. Use a rhythm of three ("Outwit, Outplay, Outlast"), a promise ("Expect the Unexpected") or a rule of the game ("One Day You're In, The Next Day You're Out").

Plan your show name

Fill this in, then make your names on the Reality TV Name Generator.

Your format in one sentence

The theme, the tone, the audience and the network

Three name ideas, the one you pick and its tagline

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